Capstone Final Report

Introduction

Peruvian cuisine has become very popular and the country itself has even earned the title of one of the World's best culinary destinations.

This is a reflection of its three main geographical zones, the coast, the Andean highlands and the jungle, as well as a mix of influences from different times and immigrant cultures. While the Peruvian cuisine has begun to be internationally recognized in the last few years, food and its preparation is one important part of the Peruvian culture and a very personal way to express the Peruvian identity.

Peruvian dishes are immensely varied in flavors and colors reflecting the native heritage, the three main geographical areas and of course the assimilation of traditional with foreign cooking styles from immigrants.

Business Problem

A group of Peruvian investors is planning to open a new local of their most popular restaurant in London. They already have some branches in Latin America and now they wish to open the first one in Europe.

They have been told of the best areas in London to open their new restaurant, but they wish to have more certainty based on actual data to select a place. This report intends to provide these investors with an analysis of the best area(s) based on the potential customers' income and the existence of direct competitors.

Data

This report will use the location data provided by Foursquare in the following way:

- Explore areas in London
- Use the api to get the most common venues per borough.
- Analyze on the ones that are restaurants and categorize them.

The following datasources will be useful to get the latitude and longitude of London's boroughs:

- https://en.wikipedia.org/wiki/List_of_London_boroughs
- https://fusiontables.google.com/DataSource?snapid=S469624ezxR
- https://simplemaps.com/data/world-cities

To do some analysis on income by boroughs, we will use the following information provided by UK's government:

https://www.gov.uk/government/statistics/income-and-tax-by-borough-and-district-or-unitary-authority-2010-to-2011#history

Average
London: 32,000
England: 27,000

Average gross income, per person aged 16-64, £, 2011

| 25-27k | 28-30k | 31-33k | 34-36k | >36k | No data |